ADVERTISING

The advertising curriculum is designed to provide a foundation for problem-solving, strategic thinking, and persuasion techniques that drive audience-centered marketplace communications. Skills attained can be applied to the advertising industry, to entrepreneurship, and to health marketing, among others. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces.

About this Program

- **College**: Journalism and Communications
- **Degree**: Bachelor of Science in Advertising
- **Credits for Degree**: 124
- **Specializations**: Advertising Agency | Persuasive Messaging
- **Additional Information**

To graduate with this major, students must complete all university, college, and major requirements.

UF’s Department of Advertising consistently ranks as one of the top U.S. advertising programs. It is based in a college accredited by the Accrediting Council for Education in Journalism and Mass Communication. The department’s curriculum, among the most comprehensive in the United States, is taught by a faculty with the knowledge and experience to bring a balance of professional skills and conceptual orientation to the classroom.

Students choose one of two specializations:

**Advertising Agency**

The Advertising Agency specialization emphasizes skills that are necessary for entry-level positions in an advertising agency and is designed to provide a foundation for advancement to positions of leadership in these organizations. This track introduces students to the concepts and skills needed to prepare for careers in account management, account planning, media planning, research, art direction and copywriting. All students in the Advertising Campaigns course are required to complete a program-level assessment.

**Persuasive Messaging**

The Persuasive Messaging specialization focuses on the skill set required to engage media audiences through the use of strategic, persuasive communications. The track emphasizes the concepts and application of audience and media analytics, advertising sales, brand storytelling, and message persuasion. The track prepares students for careers in a broad array of industries and organizations.

**Academic Learning Compact**

The major enables students to develop the analytical and communication skills necessary for effective advertising. Students will learn marketing and advertising principles and perspectives for understanding and communicating with selected audiences. They also will understand the campaign planning process, integration of the promotion mix and researching.

The emphasis is on the analysis of information to identify advertising and marketing communications challenges and strategic insights into consumer behavior, using tools and technologies and applying problem-solving skills to formulate recommendations and to develop creative executions and media plans.

**Before Graduating Students Must**

- Achieve a passing score of 70% on your student portfolio, which will be evaluated by two faculty members as part of ADV 4800, the major’s capstone course.
- Complete requirements for the baccalaureate degree, as determined by faculty.

**Students in the Major Will Learn to Student Learning Outcomes (SLOs)**

**Content**

1. Describe the role of advertising in a free market system.
2. Recognize and discuss the legal and social responsibilities of advertising.

**Critical Thinking**

3. Identify and compare media, research and consumer information and critically analyze their implications for advertising.
4. Compare and recommend media to best reach a target audience.

**Communication**

5. Develop an advertising/marketing communications plan.
6. Conceptualize and create persuasive messages for a variety of media.
7. Work cooperatively and efficiently in a team environment.
8. Give professional and informative oral presentations of advertising recommendations.

**Curriculum Map**

_I = Introduced; R = Reinforced; A = Assessed_

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**Assessment Types**

- Exams
- Oral presentations